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for All the People
All the Time

Torrance Herald

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Population
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FIFTEENTH YEAR—No. 39

TORRANCE, CALIF., THURSDAY, SEPT. 26, 1929

MACHINE CO. BOYS SITE IN TORRANCE

D & M Machine Company
Will Move Factory from
Lomita to Acre-Site Next
to Glass Company

The D. & M. Machine company purchased an acre of ground on Artesano avenue in Torrance this week and will move its plant from Lomita as soon as a new factory can be erected.

This announcement was made by Frank Dalton, president of the company.

The Torrance site covers a little over an acre of ground on the east side of the Torrance Flat Glass company plant between Artesano and the Pacific Electric right-of-way, and was purchased through J. C. Smith of the Torrance Investment Company.

Immediate construction of a building 80 feet by 100 feet has been ordered by the D. & M. Machine company. It is expected that the equipment from the Lomita factory will be moved to Torrance and operations started in about three weeks. The Torrance property represents an investment of \$20,000 according to Mr. Dalton, and a force of thirty to forty men will be employed.

The D. & M. Machine company manufactures pump pistons and rods and enjoys a good business throughout the North American continent, as well as an extensive export trade. Last month shipments were made to South America and India.

In commenting upon the decision to move to Torrance, Mr. Dalton expressed appreciation of the splendid co-operation received from the Chamber of Commerce, City Council and Torrance citizens.

"You have a fine progressive spirit in Torrance," said Dalton, "and Mr. McQuaid and myself are glad to be one of you."

FIRST CLUB MEETING TO BE HELD NEXT WEDNESDAY

Rev. Clinton J. Taft Will
Speak on World Peace—
Special Musical Program

The Women's Club year opens on Wednesday, October second with luncheon and a most interesting program. Miss Mills, teacher of English at Torrance high school, will be the luncheon speaker. Her subject will be "Better American Speech."

The program chairman, Mrs. H. H. Dolley, has planned this year's programs to bring about a better understanding of world problems and Rev. Clinton J. Taft, director of American Civil Liberties Union, will sound the keynote of this year's club work in his talk on "What the Average Person Can Do to Hasten World Peace." Music for the afternoon has been prepared by our music chairman, Mrs. Guy K. Claire. Mrs. A. J. Maskey will sing.

The matter of membership cards has been discussed at meetings of the board of directors, and it has been decided that each member shall be issued a card, to be presented at the door when attending a meeting. Each card will entitle the holder to six guests during the year. These cards, however, will not be asked for at the first meeting.

Many club members like to pay their dues for the year at this first meeting, and as the club executive is naturally always a bit low at the beginning of the year, this spirit is much appreciated. The luncheons this year will be 50 cents, instead of 35 cents as formerly. The delicious luncheon will be served by a committee headed by Mrs. Neelands and Mrs. Britney. Reservations must be made with Mrs. Gilbert not later than six o'clock Monday, September 30th.

Mayor's Proclamation!

Clean-up and Paint-up
Week
October 6 to 13

In line with the nation-wide campaign, I proclaim October 6 to 13, Torrance Clean-Up and Paint-Up Week, and urge the citizens and business firms of this modern industrial city to make plans for putting their premises in a clean and orderly condition. Superintendent of Streets, William Gascoigne, will co-operate by putting a fleet of trucks into service for collecting rubbish and debris left in the alleys. More complete details of the clean-up week drive will be announced in the Torrance Herald next week.

JOHN DENNIS, Mayor,
City of Torrance.

LEGION MAKES NOMINATIONS FOR NEXT YEAR

Prize to Be Given Legionnaire
with Best Attendance
Next Year.

Nominations for officers for next year of the Bert S. Crossland Post of the American Legion were held Tuesday evening. The following were nominated: for commander, H. M. Bailey, Don Baxter, Louis Deinger and R. E. Budge. For first vice commander, Charles F. Myers, L. G. Barkdull, Charles M. Smith and Geo. E. Worcester. For second vice commander, Tom A. Bowker. For adjutant, Tom Turner, Geo. B. Worcester, Al W. Greiner and J. H. Burke. For financial officer, R. J. Deinger. For chaplain, Ellis Hawley, J. H. Scott, Ray Leslie and Don Baxter. For historian, Fred A. Tiffany. For sergeant-at-arms, H. H. Cull, H. W. Darling, Frank Shumaker and Nick F. Gallucci. For service officer, J. H. Scott and Frank Shumaker.

For executive committee, consisting of three, N. F. Jamieson, Earl Conner, R. E. Leslie, L. C. Rous, Charles F. Myers, Geo. B. Worcester, B. F. Naulty and N. F. Gallucci were nominated.

Further nominations may be made prior to the election on Tuesday, October 8. Installation of new officers will be held October 22. It was voted at the Tuesday meeting to offer a prize of one share of stock in the clubhouse to the Legionnaire with the highest attendance record for the coming year. The attendance contest will begin November 1.

The forty and eight club is making an effort to enlist further members. Applications should be made to A. F. Sexton, a member of Post 54, Los Angeles, Comrade Section lives at the McKinley Inn, 1417 Cota avenue, Torrance.

NOMINATE OFFICERS

Final nomination for officers of the American Legion Auxiliary will be made at the next meeting of that organization Tuesday evening. Election will be held on that evening also.

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Crowds Throng Streets To View Fall Goods In Stores

With the exception of the Light-ning Pageant, the largest crowd ever seen on the down town streets of Torrance came to see the Fall Opening window displays of Torrance merchants last Thursday evening.

"The success of the Thursday evening event demonstrates what untiring effort on the part of Torrance merchants can accomplish," stated R. F. Hogue, chairman of the newly organized Retail Merchants Division of the Torrance Chamber of Commerce.

"Great strides have been made in the retail district of Torrance during the past year. Practically every merchant in Torrance is carrying larger stocks than ever before. Styles and modes are being carefully studied and selected. With the increase in patronage has come improved store services, and now that a city-wide retail organization has been perfected, co-operative activities will be undertaken that will be beneficial to customers as well as to the merchants themselves," stated Mr. Hogue. "Already Torrance is recognized as the principal trading center for

EDISON CUTS RATE NOV. 1 VOLUNTARILY

Household Rate in Torrance
and Lomita Cut from 5.6
to 5 Kilowatt Hour

For the sixth time, the Southern California Edison company has voluntarily reduced rates to consumers in Torrance, Lomita and other towns in Southern California. A saving to Torrance and Lomita household electric light users of several thousand dollars a year will be effected by the reduced rate, according to Edison company officials.

The reduction will apply to 477,000 consumers of the company throughout its entire territory and will become effective November 1. The saving to all household consumers is estimated at \$1,400,000 annually.

The reduction was voluntary on the part of the Edison company, the state railroad commission accepting the reduction after it was presented.

Torrance and Lomita are two of ten communities to receive the greatest reduction. The new maximum rate will be 5 cents per kilowatt hour, as against the present rate of 5.6 cents. This rate will apply also to Alhambra, Inglewood, Long Beach, Monrovia, Montebello, Pasadena, Redondo Beach, the San Fernando valley, Santa Monica and Vernon.

The maximum will be 5.3 cents against 5.6 cents in Covina, Fullerton, Huntington Beach, Ojai, Ontario, Oxnard, Pomona, Redlands, San Bernardino, Santa Ana, Santa Paula, Ventura and Whittier.

The maximum will be 5.6 cents against 6 cents in Big Creek, Delano, Hanford, Lancaster, Lindsay, Porterville, Tulare and Visalia.

According to the announcement consideration also is being given to modification of industrial power rates. Studies of this situation in the congested areas now are under way. It is expected they will have been completed by next January 1, and scaling of industrial rates is believed to be a certainty at that time.

The reduction is the second of magnitude accorded by the Southern California Edison company in two years. In 1927 the company reduced rates in the expectation of increasing consumption. The action was taken as an experiment. It is said to have proved successful, and the November 1 reduction is expected to spur consumption of electrical energy in households with resultant economies to consumers and benefit to the company.

Because of the growth of the load supplied by the Department of Water and Power in Los Angeles, increasing the energy supplied by the Edison company to the municipality, a new schedule also will become effective on that distribution on November 1, giving a considerable saving to the city in its purchase contract.

BUILDING GARAGES

Mr. John Sandilink of Long Beach is building six garages at the rear of her property at 1417 Marcelina avenue.

The Torrance Housing Problem

An Analysis of Conditions That Are Retarding More
Development in Torrance

By E. STANDISH PALMER
Director, Housing Bureau, Torrance Chamber of
Commerce

Population and more population—industries and more industries. Every little town and every great city in the whole length and breadth of the United States engaged in fierce competition to see which can grow the fastest, have the most industries and largest payroll. This tremendous widespread civic consciousness is not without cause. These people are not fighting just for the sake of something to do. They are working for their own best interests. They know that growth properly directed will bring every one of them a direct personal benefit. They know they will make more money, have better educational, cultural, and recreational facilities and be in a better position to enjoy life when they properly relate themselves to their city's growth.

All this is true of Torrance and Torrance people with this added condition. Scarcely in the history of urban growth has there existed such an outstanding opportunity for a city to grow rapidly as exists in Torrance right today. Every factor necessary for tremendous and healthy expansion is present. One might almost say we are sitting on a barrel of dynamite, so great are the possibilities, providing the fuse is touched off in the right way. And just as dynamite can be constructive or destructive, so is the present situation in Torrance charged with possibilities of good or evil. On one hand we have the congested, disorganized development like Vernon while on the other are the more ideal industrial developments like Gary, Indiana and Kingsport, Tenn. Fine beautiful cities are not built by haphazard methods nor without the intimate hard working co-operation of all groups concerned. Never before has the value and necessity of scientific planning, coupled with good business sense, been so thoroughly appreciated or so widely applied to benefit to all. Great industries maintain research laboratories and lay their plans years in advance and having once established those plans they are co-ordinated by the central management in a continued and vigorous endeavor to the common end.

In Torrance today there are approximately 5500 industrial employees. The population of Torrance according to the latest estimate is 6745 (8200 including East Torrance). Just stop and think about that for a moment and see what it means. In a well rounded and developed industrial community the total population should be at least three times the number of industrial employees. Torrance has hardly more population than the number of workers. Where do these people live? They don't live in Torrance? Your Chamber of Commerce has already made a study of the residence location of these employees and finds them scattered all the way from Glendale and Pasadena on the north to San Pedro and eastern Long Beach on the south. Great numbers of them live 10 miles or more from their work and spend hours going back and forth every day. And yet right where they now live conditions better than those under which they now live.

There are a number of reasons why these employees are not living here. Most obvious is the lack of rental and for sale homes suitable for their needs. In this regard it is well to realize that there are three distinct classes of employees from a housing standpoint. First of all is the man who has just come here to work for the first time. He doesn't know how long his job will last or whether or not he will make good. It would be unwise both for him and for the city to try to get him to buy a home here. What he needs is good rental quarters at a price he can afford to pay. He can get acquainted with Torrance and find out what a really fine place it is in which to live. If he goes elsewhere for the time being he will be much harder to get him back.

The second class of employee is composed of people who have already been living in rental quarters here for a year or more and who have been more or less permanently employed. People of this kind need first class delightful homes which they can afford to buy and thus become one of that fortunate group of people who own their own homes. Those who own their own homes know what a satisfaction it is and what a sense of security and standing it gives one. They become boosters for Torrance among their fellow workmen.

The third class of people are those who work here but live elsewhere. Some of them are potential renters and others are buyers. Many times they are rather closely tied to the communities in which they live, but especially those who live in the more congested portions of Los Angeles are in line for a pleasant sensation when they once find out and experience the pleasantness of living in the more ideal conditions of Torrance.

Without a single new industry coming to Torrance there exists right now all the factors necessary to increase the population here from 50% to 100% in a comparatively short space of time. But this cannot be done merely by wishing it would happen. One of the big reasons why it has not already taken place is because of the lack of a co-ordinated and definite program aggressively carried out by a central agency for the benefit and welfare of all concerned. Centralization and co-ordination together with able management and direction will bring about efficiency. In any large program of expansion it is necessary to eliminate the essential quality of reliability.

The Chamber of Commerce has therefore undertaken to supply this unobtainable need by the establishment within it of a Department of Housing. This agency by itself can accomplish little of value, nor is it the desire or intention to enter into competition with any of the established agencies which are working on various parts of the program. It is intended rather to set up a mechanism and directing head with which all agencies can work for the common good of the community; to supply thus a well organized plan of operations in the carrying out of which all can and indeed must help if the greatest results are to be accomplished.

In any program of this kind there are three essential groups. First of all the land interests represented by the real estate brokers and operators. Many a town owes its position to the vision and hard work of the real estate broker and operator. This group many times pioneer and lead the way to growth often at great risk to itself. In any city and especially in Torrance it is essential that this group work in close co-operation with each other for the maximum results.

But land alone will not solve the problem. Homes are necessary for people to live in and this brings to the front a whole group of people connected with the building industry. There are the contractors and their sub-contractors as well as the material sources providers of all kinds. The building industry has been called one of the most inefficient of all industries but, while inefficiency within is sometimes visible, a great deal of waste results from conditions that are beyond the control of the individual. These wastes can only be eliminated by co-ordinated action through a central disinterested body.

And third comes the consideration of the money necessary to finance the home, both land and building. Especially in homes which are to be sold it is essential that the financial terms be such that almost any man of good reputation and steady income is able to meet them. The financial conditions and steady income in eastern are more stringent than in Torrance. This condition is a hang over from pioneer days in this region when conditions were uncertain. But now we are past those days and have entered a period of firm

(Continued on Page 2)

P. E. EMPLOYEES CLUB OPENED

New \$450,000 Building Is
Dedicated in 4-Day Cere-
mony Last Week

Opening and dedication of the pretentious new home of the Pacific Electric Employees' club, just completed at 627 South Los Angeles street, was held last week from Wednesday to Saturday. Ceremonies befitting the occasion, including inaugural addresses, motion picture shows, dancing and other forms of entertainment were programmed for each of the four opening evenings. Employees, representing different departments and their families, were assigned to attend on each of the four evenings to prevent an overflow attendance.

Involving an expenditure in excess of \$450,000 and distinctive because of the provisions made for many social, athletic and educational opportunities for Pacific Electric employees and their families, the new club ranks in the best commercial clubs of southern California. For a nominal monthly membership fee employees and their family members are privileged to all of the club's features and approximately 5000 workers of the railway are members.

Among the various features of the new club at the disposal of Pacific Electric workers and their families are a motion picture theatre, dance hall, class rooms, lunch rooms, lounging rooms, billiard parlor, library, music room and other adjuncts found only in first class clubs.

School Values and Attendance Show Astounding Gain Since '19 Spend \$53,000 Over Tax Levy

By HERBERT S. WOOD

The phenomenal growth of Torrance is vividly shown by a comparison of figures taken from the annual report of the board of education auditor. In comparing the report for this year just completed with that for the year ending June 30, 1919, 10 years ago, the growth of Torrance schools both in valuation and attendance is strikingly illustrated. Parts of the report appearing below show for example that in 1919 the average daily attendance in the Torrance elementary school was 119 with 4 teachers while in 1929 the average daily attendance all three elementary schools was 921 pupils with 32 teachers, an increase of 710%. The high school had in 1919 3 teachers and 24 pupils while in 1929 there were 44 pupils and 30 teachers or over 20 times as many pupils in attendance.

The evening high school increased in those ten years from 1 teacher and 6 students to 12 teachers and 164 adult students, a truly remarkable increase.

This report shows an equally astounding increase in valuation of the school property, buildings and equipment. In 1919 the total assessed valuation of all school properties in Torrance was \$51,269.38, which has increased in ten years to the enormous sum of \$902,840.37, nearly one million dollars, divided up among the four schools in the city as shown in the report below.

This rapid growth necessitates the expenditure of vastly greater sums of money for the operation and maintenance of these schools. The total money spent during the

VALUATION, JUNE 30, 1919

	Land	Buildings	Equipment	Total
Torrance High School	\$ 636.06	\$2,809.37		\$3,445.43
Torrance Elementary	5,476	35,655.42	4,662.53	47,823.9
TOTALS	\$5,476	\$39,321.48	\$6,471.90	\$51,269.38

EXPENDITURES YEAR ENDING JUNE 30, 1919

	Sal. & Sup.	Repairs Tot. Exp.	Cap. Othrs.	Totals
Torrance Elementary	\$7,691.90	\$21.08	\$8,622.98	\$15,706.66
Torrance High	5,874.47	165.37	5,622.86	2,010.89
Torrance Evening	679.00	28.00	607.00	
TOTALS	\$13,623.37	\$112.45	\$14,752.84	\$28,315.55

VALUATION, JUNE 30, 1929

	Land	Buildings	Equipment	Total
Fern Street School	\$15,310.00	\$ 3,859.24	\$ 2,330.35	\$19,499.59
Torrance Elementary	83,614.91	206,534.95	24,806.64	264,955.52
Walteria School	4,426.61	27,895.98	3,897.39	37,709.98
Torrance High School	70,367.59	433,216.46	77,088.19	580,672.24
TOTALS	\$124,219.11	\$670,496.63	\$108,124.60	\$902,840.37

EXPENDITURES YEAR ENDING JUNE 30, 1929

	Sal. & Sup.	Repairs Tot. Exp.	Cap. Othrs.	Totals
Fern Street and Tor. Ele.	\$72,846.59	\$10,733.30	\$3,629.89	\$22,853.93
Walteria School	10,142.92	1,511.74	11,654.66	5,631.00
Torrance High	86,173.24	14,954.54	101,127.78	93,319.35
Torrance Eve. Hl.	7,615.79	1,365.50	5,981.29	
TOTALS	\$176,778.54	\$28,515.08	\$205,893.62	\$121,304.22

Water

By Grover C. Whyte

The campaign for a municipally owned water system in Torrance made substantial headway this week. City Engineer Frank Leonard acting under instructions from the City Council has been busy all week spotting locations for a reservoir and figuring estimates of pipe requirements, and other details necessary to submit a proposition to the voters for a municipal water system. Investigations of the best water sources are also being made by the city engineer and Mayor Dennis.

It certainly looks like Torrance means business and is seriously taking up the problem of better and cheaper water. In the mean time, citizens having the best interests of Torrance at heart are continually offering to help in any way they can.

There isn't much that can be done until the city engineer finishes his report and the council submits the proposition to the voters, but the Torrance Herald in co-operation with the Chamber of Commerce and the City Council intend to keep hammering on this vital problem until the matter is satisfactorily settled for all time by a city-owned and city-operated water system.

The Torrance Herald wishes to again thank the hundreds of good people who have offered their services and tendered their thanks to this newspaper until taking up the fight. The battle is on and we are a united people fighting for the common good. Nothing can stop us now!

HOUSING DEPT. WILL TACKLE BIG PROBLEM

Chamber of Commerce Em-
ploys E. Standish Palmer
to Head Housing Bureau

Why do more people not live in Torrance? That is the question Chamber of Commerce directors have been endeavoring to answer for several years. And to arrive at the solution of this stumbling block to civic development, the Chamber of Commerce directors decided this week to establish a department of housing under the direction of E. Standish Palmer.

"The department of housing will be a disinterested agency of service which will co-ordinate and co-operate with all other interests in the city for the common good and progress of the community. A more detailed explanation of the housing bureau's work is given in an article written by Mr. Palmer and published on this page, and everyone is urged to read this comprehensive analysis of the situation," said Harry H. Dolley, president of the Chamber of Commerce.

E. Standish Palmer comes to Torrance very highly recommended. He has given extensive study and has had a great deal of practical experience in the work he is to do for Torrance. Mr. Palmer is the son of Prof.



Photo by LaPlante
E. STANDISH PALMER
Manager Department of Housing
Torrance Chamber of Commerce

Albert deForest Palmer, head of the physics and scientific research department of Brown University at Providence, R. I., and is himself a graduate of Brown University where he specialized in scientific and engineering studies.

Upon leaving college, Mr. Palmer was associated with the city housing corporation of New York City, which organization built the Sunnyside project of model low cost homes in Long Island City, immediately adjacent to the large industrial district of the New York area. In this Sunnyside project, two and a half million dollars were expended in homes and Mr. Palmer was given an opportunity of studying costs and designs.

Later, Mr. Palmer was associated with Clarence Stein and Henry Wright of New York City, nationally known architects and city planners, in work on the United States government housing board. Mr. Palmer also studied city costs and administration for the Regional Planning Committee of America.

Mr. Palmer later helped in working out plans for the new model city of Radburn, N. J., now under construction, where a complete city embracing industries, business buildings and homes is being built from raw land.

Upon coming to California, Mr. Palmer was manager of the research and property facts department of W. Ross Campbell, business and industrial realtor of Los Angeles. He left this position to accept an opening with the Palos Verdes Estates as manager of the housing bureau.

In his work with Palos Verdes Estates Mr. Palmer was attracted by the opportunity for development in Torrance and presented his plan to the directors of the Chamber of Commerce. As a result the department of housing was organized. More detailed activities of this housing bureau will be given in subsequent editions of the Torrance Herald.